



NAAC  
GRADE **A<sup>+</sup>**

# DIRECTORATE OF **DISTANCE & ONLINE** EDUCATION

MASTER OF BUSINESS ADMINISTRATION PLUS

COURSE BROCHURE (2026-27)

# INTRODUCTION

We offer an online Master of Business Administration (MBA) Plus program that spans two years, divided into a four-semester structure. Our postgraduate degree program is designed with essential business fundamentals and management principles of economics, human resources, and accounting. The course curriculum is curated with deep insight into entrepreneurial, marketing, technical, and analytical skills. A perceptive analysis to understand the organizational structures and functions is also explained through the course components.

Our advanced MBA plus program covers specialization in supply chain management, IT, healthcare, business analytics, and digital marketing to help students select the suitable domain for their future leadership roles. Our course curriculum is designed to enhance students' management knowledge and skills.

## MISSION

- To equip students with industry-relevant skills and prepare them to be adaptive in cross-cultural communication for global competence.
- To enhance students' critical thinking and analytical skills with a proactive approach in planning and resolving complex business problems.

## OBJECTIVES

- To enhance students' capabilities to strategize, collaborate, and support their effective business networking for their organizational growth.
- To encourage students to build their professional skills and devise assigned projects to scale the business with a productive outcome.

# INSTRUCTIONAL DESIGN

The program is divided into four semesters and minimum credit requirement is 84 to get MBA degree in OL mode from Mangalayatan University. Minimum time period for acquiring MBA degree will be two years and maximum time (extended) period is 4 years. Student can select one elective.

SEMESTER - I						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6101	Principles and Practices of Management	4	30	70	100
2	MGO-6102	Managerial Economics	4	30	70	100
3	MGO-6103	Accounting for Managers	4	30	70	100
4	MGO-6104	Business Statistics	4	30	70	100
5	MGO-6105	Communication for Management	4	30	70	100
TOTAL			20	150	350	500

SEMESTER - II						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6201	Entrepreneurship & SMEs Management	4	30	70	100
2	MGO-6202	Business Environment	4	30	70	100
3	MGO-6203	Research Methodology	4	30	70	100
4	MGO-6204	Business Laws	4	30	70	100
5	MGO-6205	Human Resource Management	4	30	70	100
TOTAL			20	150	350	500

**Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester**

SEMESTER - III						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7101	Strategic Management	4	30	70	100
2	MGO-7102	Organizational Behavior	4	30	70	100
Electives						
Supply Chain						
v1	MGO-7151	Basics of Supply chain Management	4	30	70	100
2	MGO-7152	Distribution Management for Global Supply Chain	4	30	70	100
3	MGO-7153	Procurement, Storage and Warehouse Management	4	30	70	100

Business Analytics						
1	MGO-7181	Business Analytics	4	30	70	100
2	MGO-7182	Big Data Analytics	4	30	70	100
3	MGO-7183	Fundamentals of Data Environment	4	30	70	100

IT						
1	MGO-7161	Introduction to information technology	4	30	70	100
2	MGO-7162	Introduction to E-Business	4	30	70	100
3	MGO-7163	Information Systems Analysis	4	30	70	100

Digital Marketing						
1	MGO-7171	Digital Business Technology	4	30	70	100
2	MGO-7173	Organic Traffic Management	4	30	70	100
3	MGO-7172	Campaign Management and Marketing Automation	4	30	70	100

### SEMESTER - IV

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Management	4	30	70	100
3	MGD-7200	Dissertation	4	30	70	100

### Elective

#### Supply Chain

1	MGO-7251	International Logistics Management	4	30	70	100
2	MGO-7252	Operations and Green Supply Chain Management	4	30	70	100
3	MGO-7253	Port and Airport Management for Logistics	4	30	70	100

#### Business Analytics

1	MGO-7281	Business Intelligence	4	30	70	100
2	MGO-7282	Social & Web Analytics	4	30	70	100
3	MGO-7283	Programming for Analytics	4	30	70	100

### IT

1	MGO-7261	Information Risk Management	4	30	70	100
2	MGO-7262	ERP for Information Technology	4	30	70	100
3	MGO-7263	Digital Customer Experience Management	4	30	70	100

#### Digital Marketing

1	MGO-7271	E-Commerce	4	30	70	100
2	MGO-7273	Social Media Marketing	4	30	70	100
3	MGO-7272	Content Marketing	4	30	70	100

# SYLLABI AND COURSE MATERIALS

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

## STUDY MATERIAL

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

## VIDEO LECTURES

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

## ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 1 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 1 hours each and in case of 6 credits course there shall be 8 sessions of 1 hours each.

## MEDIUM OF INSTRUCTION

Medium of Course Instruction:	English
Medium of Examination:	English



# STUDENT SUPPORT SYSTEMS

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

## PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

FEE STRUCTURE							
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Business Administration	PG	2 Years	1000	18000	1500	39000	79000
Total							79000

ACTIVITY SCHEDULE					
S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

\* These dates are tentative. Final dates will be informed well in advance on your LMS.

### CREDIT SYSTEM

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 Yrs to 4 Yrs	84	M.B.A.	Master's Degree (Professional)

## WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

## ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.





**Mangalayatana**  
**ONLINE**

## Contact Us



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